PATENT

CLAIM AMENDMENTS
CLEAN FORM

Please **CANCEL** claims **58, and 65 – 80**, without prejudice or disclaimer.

Please **SUBSTITUTE** the following claims for the pending claims of the same number:

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1. (AMENDED) A method for conducting a transaction, comprising:

    receiving information relating to a first transaction;

    determining a benefit, said benefit based at least in part on said information;

    determining a price for said benefit;

    charging the price to a customer associated with the first transaction; and

    applying said benefit during a second transaction.

2.   (AMENDED) The method of claim 1, further comprising at least one of the following:

    retrieving benefit information;

    offering said benefit for sale at said price;

    receiving an indication of a purchase of said benefit; and

    receiving an indication of the customer's agreement to purchase said benefit.

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13.   (AMENDED) The method of claim 1, wherein said price comprises at least one of the following:

    a monetary amount;

    a non-monetary amount;

    a commitment from the customer to complete a designated qualifying action;

    an agreement by the customer to complete a future transaction;

    an agreement by the customer to purchase a product or service during said transaction;

    an agreement by the customer to purchase a product or service at a designated retailer;

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an agreement by the customer to purchase a product or service by a specific date;

an agreement by the customer to purchase a product or service within a specific period of time;

an agreement by the customer to accept a cross subsidy; and

an agreement by the customer to use a designated financial account during a future transaction.

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15.   (AMENDED) The method of claim 14, wherein said qualifying action comprises at least one of the following:

a requirement that the customer purchase at least one of an identified product;

a requirement that the customer purchase at least one of an identified service;

a requirement that the customer complete a future transaction at a designated retailer;

a requirement that the customer complete a future transaction by a designated time; and

a requirement that the customer conduct a specific future transaction.

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18.   (AMENDED) The method of claim 1, wherein said transaction information includes at least one of the following:

a customer identifier;

a group identifier;

a benefit identifier;

a customer device identifier;

preference information for the customer;

credit history of the customer;

characteristics of the customer;

information regarding the customer's brand loyalty;

information regarding the customer's brand indifference;

a retailer device identifier;

a product identifier;

a service identifier;

an amount of change due the customer as a result of said transaction;

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product quantity information;

a price for a product; and

a price for a service.

20.   (AMENDED) The method of claim 1, wherein said information relating to the
first transaction is received by at least one of the following:

    the customer;

    a customer device;

    a controller;

    a retailer; and

    a retailer device.

21.   (AMENDED) The method of claim 1, wherein said information relating to the
first transaction is received from at least one of the following:

    the customer;

    a customer device;

    a controller;

    a retailer; and

    a retailer device.

23.   (AMENDED) The method of claim 1, wherein said benefit is based at least in
part on at least one of the following:

    a customer identifier;

    a group identifier;

    a benefit identifier;

    preference information for the customer;

    credit history of the customer;

    a characteristic of the customer;

    customer demographic information;

    a history of the customer at a retailer;

    information regarding the customer's brand loyalty;

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information regarding the customer's brand indifference;

a product;

a service;

a previously determined benefit;

a previously determined but unredeemed benefit;

a previously determined price for a previously determined benefit;

a total of a plurality of previously determined benefits;

a quantity of a product in inventory;

a subsidy amount;

brand-loyalty of the customer;

brand-indifference of the customer;

an amount of change due a customer as a result of said transaction;

product quantity information;

a price for a collection of products;

a price for a collection of services;

a price for a product; and

a price for a service.

24. (AMENDED) The method of claim 1, further comprising:

providing a receipt to the customer.

30. (AMENDED) A method for conducting a transaction, comprising:

receiving transaction information;

determining a benefit and a qualifying action associated with said benefit, said

benefit based at least in part on said transaction information;

determining a price for said benefit;

selling said benefit at said price to a customer associated with the transaction

information; and

applying said benefit during a future transaction.

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32.   (AMENDED) The method of claim 30, further comprising at least one of the
following:

   providing an indication of said benefit;

   providing an indication of said price;

   receiving an acceptance of said benefit; and

   imposing a penalty if the customer does not complete a specific transaction.

41.   (AMENDED) The method of claim 30, wherein said qualifying action comprises
at least one of the following:

   a requirement that the customer purchase at least one of an identified product;

   a requirement that the customer purchase at least one of an identified service;

   a requirement that the customer complete a future transaction at a designated
retailer;

   a requirement that the customer complete a future transaction by a designated
time; and

   a requirement that the customer conduct a specific future transaction.

47.   (AMENDED) A method for conducting a transaction, comprising:

   conducting a transaction for a purchase of a first service;

   determining a benefit during said transaction, said benefit associated with a future
purchase of a second service and having an associated price;

   providing, to a customer associated with the transaction, said benefit at said price
during said transaction, thereby charging the price to the customer; and

   applying said benefit during said future purchase.

49.   (AMENDED) A method for conducting a transaction, comprising:

   conducting a transaction for a purchase of a first product;

   determining a benefit during said transaction, said benefit associated with a future
purchase of a second product and having an associated price;

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providing, to a customer associated with the transaction, said benefit at said price during said transaction, thereby charging the price to the customer; and

applying said benefit during said future purchase.

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51.   (AMENDED) A method for conducting a transaction, comprising:

receiving information relating to a first transaction;

determining a benefit, said benefit based at least in part on said information and having an associated price;

providing, to a customer associated with the first transaction, said benefit at said price during said first transaction, thereby charging the price to the customer; and

applying said benefit during a second transaction, wherein said benefit is applicable by the customer during said second transaction only if said customer has completed a qualifying action associated with said benefit.

52.   (AMENDED) A method for conducting a transaction, comprising:

receiving information relating to a first transaction;

determining a benefit, said benefit based at least in part on said information and having an associated price;

selling, to a customer associated with the first transaction, said benefit at said price during said first transaction, thereby charging the price to the customer; and

applying said benefit during a second transaction, wherein said benefit is applicable by the customer during said second transaction only if at least one of a designated product or service is purchased during said second transaction.

53.   (AMENDED) A method for conducting a transaction, comprising:

receiving information associated with a first transaction;

establishing a benefit having a first price;

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selling, to a customer associated with the first transaction, said benefit for said

first price during said first transaction, thereby charging the first price to the customer;

and

applying said benefit during a second transaction.

59.   (AMENDED) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first

transaction;

determining a price for said at least one product being purchased during said first

.transaction;

offering said customer an opportunity to purchase said at least one product during

a second transaction at said price;

receiving an acceptance of said offer from said customer;

receiving, from said customer, a payment for the opportunity; and

allowing said customer to purchase said product during said second transaction

for said price.

63.   (AMENDED) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first

transaction;

determining a price for said at least one product being purchased during said first

transaction;

providing said customer a benefit during said first transaction, wherein said

benefit allows said to purchase said at least one product during a second transaction at

said price;

charging said customer for a cost of the benefit; and

allowing said customer to purchase said product during said second transaction

for said price.

64.   (AMENDED) A method for conducting a transaction, comprising:

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determining at least one product being purchased by a customer during a first transaction;

determining a first price for said at least one product being purchased during said first transaction;

providing said customer a benefit for a second price during said first transaction, wherein said benefit allows said to purchase said at least one product during a second transaction at said first price;

charging the second price for the benefit to the customer; and

allowing said customer to purchase said product during said second transaction for said first price.

Please **ADD** the following new claims **81 – 87**:

81. (NEW) A method comprising:

determining a first price for which a first unit of a product is being purchased as part of a first transaction at a point of sale terminal;

determining a benefit, in which the benefit comprises a guarantee that no more than the first price for a second unit of the product will be charged if the second unit of the product is purchased as part of a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a second price; and

charging a customer that is purchasing the first unit of the product for the second price if the customer accepts the offer.

82. (NEW) The method of claim 81, further comprising:

outputting, to the customer, a document that entitles the customer to be charged the first price for a second unit of the product.

83. (NEW) The method of claim 82, further comprising:

receiving the document from the customer during a second transaction.

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84. (NEW) The method of claim 83, further comprising:

    determining a current shelf price for the second unit of the product; and

    charging the customer, for the second unit of the product, the lesser of the current

shelf price and the first price.

85. (NEW) A method comprising:

    determining a purchase total for a first transaction being conducted at a point of

sale terminal, the transaction including a plurality of products;

    determining a benefit, in which the benefit comprises a guarantee that an amount

that is not greater than the purchase total will be charged for the plurality of products

during a second transaction;

    outputting, at the point of sale terminal, an offer to sell the benefit for a price; and

    charging the price to a customer participating in the first transaction if the

customer accepts the offer.

86. (NEW) A method comprising:

    determining a purchase total for a first transaction being conducted at a point of

sale terminal;

    determining an amount of savings received by a customer participating in the first

transaction;

    determining a benefit, in which the benefit comprises a guarantee that no less than

the savings will be received by the customer during a second transaction;

    outputting, at the point of sale terminal, an offer to sell the benefit for a price; and

    charging the price to the customer if the customer accepts the offer.

87. (NEW) The method of claim 86, wherein the guarantee comprises a guarantee that

no less than the savings will be received by the customer during a second transaction if

the customer purchases the same products in the second transaction as are included in the

first transaction.

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